**AIDS.gov**

GUIDE TO USING NEW MEDIA TOOLS IN RESPONSE TO HIV/AIDS

# E-CARDS

## What is an e-card?

Electronic greeting cards, or e-cards, are similar to a postcard or greeting card, but are sent via e-mail or through a website. You can use them to invite people to an event, encourage safe behaviors, or send a message to friends, family, colleagues, or clients.

A note of caution: Some people use e-cards to spread malicious software, for spam, and for identity-theft. Only open e-mails and e-cards from people you know and which specify a person's or organization's name.

## Who sends e-cards?

- 23.1 million internet users visited e-cards sites in February 2010. [1]
- 60 percent of e-card users are college graduates; and
- Two-thirds of e-card users are female. [2]

## e-cards in response to HIV

- Encourage healthy behaviors such as taking an HIV test or using a condom.
- Promote HIV-related events and resources.
- Provide peer-to-peer partner notification systems for HIV and sexually transmitted infections (STIs).

## Examples from the field

- CDC STD e-cards: www2c.cdc.gov/ecards/index.asp?category=174
- Care2's World AIDS Day e-cards: http://www.care2.com/send/cataidsday1.html

## Where can I learn more about e-cards?

- CDC: e-cards Data Brief (PDF): www.cdc.gov/healthmarketing/ehm/health-e-cards.html
- PLoS Medicine's "inSPOT: The First Online STD Partner Notification System Using Electronic Postcards": www.plosmedicine.org/article/info:doi/10.1371/journal.pmed.0050213

## Thinking about using e-cards?

- Check out "Understanding Your Audiences" at AIDS.gov to help decide if e-cards are an appropriate tool to reach your target audience(s).

1   ComScore, "Valentine's Day Romance Sweeps the Internet," http://www.comscore.com/Press_Events/Press_Releases/2010/3/comScore_Media_Metrix_Ranks_Top-Growing_Properties_and_Site_Categories_for_February_2010   Accessed on 05/20/10.

2   iMedia Connection, "More Web Users Getting Carded," http://www.imediaconnection.com/content/2890.asp   Accessed on 05/20/10.

Exit Disclaimer:  Links marked with this image are non-government websites

*Join the Conversation*

website: **www.AIDS.gov**
blog: **blog.AIDS.gov**
email: **contact@AIDS.gov**

**www.twitter.com/AIDSgov**
**www.facebook.com/AIDS.gov**
**www.myspace.com/AIDSgov**
**www.youtube.com/AIDSgov**